

*file
sampling*

TO: Distribution

DATE: March 19, 1985

FROM: Dale J. Florio *DJF*SUBJECT: Cigarette Sampling Restrictions - Pending
and in Effect

In preparation for your summer sampling programs, the attached update should be helpful to you during the planning stages.

Please note that the New York City Council's Health Committee is scheduled to hold a public hearing on April 12 regarding a proposed cigarette sampling ban.

Most other jurisdictions, while permitting cigarette sampling, may have regulations as to the location, frequency, etc of sampling practices. If you are unsure of any existing law, let me know. Otherwise, I have attached a copy of the Tobacco Institutes "Code of Cigarette Sampling Practices" which in most cases meets jurisdictional requirements.

Distribution:

E. Merlo
R. P. Roper
S. H. Alter
N. Brennan ✓
C. L. Leiber
J. Spector
R. L. Stirlen

cc: G. L. Smith
J. A. Kochevar
K. M. Irish
J. R. Nelson
S. Gen

*Inform corporate affairs
of any sampling programs
so they can alert us to
any local requirements...*

2044146581